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L. Y. BALLENTINE, *Commissioner*

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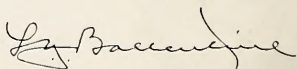
April, 1964

FOREWORD

This fifteenth annual issue of the Tobacco Report has been compiled and prepared by W. P. Hedrick and J. H. Cyrus, tobacco specialists with the Division of Markets of the North Carolina Department of Agriculture, in cooperation with the U. S. Department of Agriculture under the Research and Marketing Act.

Credit is due the Cooperative Crop Reporting Service of the North Carolina and United States Departments of Agriculture, and the Tobacco Division of the USDA Agricultural Marketing Service for much of the statistical data contained herein.

This issue of the Tobacco Report is dedicated to the domestic cigarette manufacturers who through their skillful blending of flue-cured and burley tobaccos have produced a superior product that consumers prefer around the world.

A handwritten signature in dark ink, appearing to read "L. Baccus".

Commissioner of Agriculture

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Markets Division, North Carolina Department
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Tobacco Outlook 1964

Marketing of the 1963 flue-cured crop was completed on December 17th. The season was somewhat unusual from a weather standpoint. Early in the spring cold weather delayed transplanting in most areas. Late in the season growers were hampered by drought and cold weather, resulting in the production of a crop that was considered by the U. S. Department of Agriculture Tobacco Inspection Service as being below a normal crop in quality. However, the buying companies considered the crop an improvement over the quality produced in recent years by growers due to the fact that most producers made an all out effort to follow recommended cultural practices and allowed the crop to remain in the field until thoroughly ripe.

A combination of events contributed to a lower average price being received by growers. Changes, revisions and modifications in the structure of U. S. standard grades for tobacco, combined with adverse weather conditions probably were the greatest factors. North Carolina growers produced 901 million pounds of flue-cured tobacco which sold for an average price of \$58.30 per hundred pounds during 1963; this can be compared with the production of 912 million pounds which sold for an average of \$60.20 per hundred in 1962.

Other factors which affected the price received by growers was the fact that on July 1, 1963, the total supply situation had reached 2.9 years, or a total of 3,489 million pounds available. Buying companies bought only 1,082 million pounds on the warehouse floors which was 89 million pounds less than was bought in 1962. The probable reason for this was anticipation by the domestic companies of the possible effects from a report on smoking and health in preparation. This report was released by the U. S. Surgeon General's Office on January 11, 1964.

Since less tobacco was bought by buying companies, the natural result was that a large amount of the crop was taken by the Flue-Cured Tobacco Cooperative Stabilization Corporation under the price support program. During the season 280 million pounds was received by the Stabilization Corporation bringing

the stocks held in storage to 709 million pounds, the largest amount ever held under loan since the Stabilization Corporation was established in 1946.

On November 26 the U. S. Department of Agriculture announced that flue-cured tobacco acreage allotments for most farms will be 10 per cent smaller than for 1963. The announcement pointed out that reduced allotments were necessary to bring supplies in better balance with demand. It recognized as noteworthy the efforts of tobacco farmers to improve the quality of the crop. It further urged all growers in 1964 to select varieties and continue to follow recommended cultural practices that would produce full-bodied grainy tobacco. Tobaccos with these characteristics are most desired by domestic and foreign buyers and are essential if U. S. growers are to share in the increasing world trade in tobacco.

The 10 per cent reduction in allotments will make 421,093 acres available in N. C. for tobacco in 1964, compared with 467,461 acres in 1963. The action taken by the U. S. Department of Agriculture in reducing the 1964 allotted acreage will serve to reduce production, but probably will not bring supply in line with demand. The size of the entire flue-cured 1963 crop, 1,360 million pounds, though down some from 1962, was still about 100 million pounds more than that produced on approximately the same number of acres in 1961 and 1960. Yields per acre in 1963 for the entire flue-cured growing area averaged a new high of 1,957 pounds per acre.

The supply of flue-cured tobacco by July 1, 1964, is likely to be about 2,400 million pounds or the second highest on record.

Cigarette output and consumption increased for the ninth consecutive year during 1963. U. S. Smokers consumed an estimated 523 billion cigarettes. The number of people of smoking age will continue to increase. This, combined with probable further advances in consumer incomes, favors continuing high use of cigarettes.

It is not yet possible to judge how the report on smoking and health of the Advisory Committee of the Surgeon General may affect cigarette consumption. Reports received from wholesale and retail outlets estimate that a drop of 10 to 15 per cent in sales was felt for the first few weeks following the publishing of the report.

The export of flue-cured tobacco during 1963 showed a modest increase over 1962 and should reach 460 million pounds. Im-

proved quality of the 1963 flue-cured crop is the important factor in the gain in exports. Shipments to the United Kingdom increased 31 per cent over 1962. North Carolina tobacco growers are continuing to feel competition from flue-cured producers in foreign countries, principally Rhodesia, Canada, and India.

The 1963 crop in Rhodesia totaled 199 million pounds, averaging 48.6 U. S. cents per pound. United Kingdom buyers purchased about 108 million pounds and Australia approximately 3.5 million pounds from the 1963 auctions. A total of about 39.5 million pounds went to western Europe.

Canada's 1963 crop is estimated at 188 million pounds and, through January 14th, the crop had averaged 52.24 cents per pound. In contrast to previous years, no minimum grade prices are in force in Canada this season. Instead the grower price for the 1963 flue-cured tobacco is supported under a deficiency payment program. If, at the end of the season, the average price received by all growers for all eligible grades is below 47 Canadian cents (U. S. 43.6 cents) per pound, the Federal government will make a deficiency payment equal to the difference.

Canadian exports of flue-cured tobacco for the first 10 months of 1963 were 33 million pounds with 85 per cent going to the United Kingdom.

India's 1963 flue-cured crop is estimated at 148 million pounds and its exports at 88 million pounds. The country receiving the largest amount of India's tobacco was the United Kingdom with the second largest amount going to the Soviet Union.

Since the United Kingdom is the largest foreign buyer of U. S. flue-cured tobacco, the following figures are of interest to North Carolina tobacco growers. Usings of American flue-cured tobacco during the first nine months of 1963 were 108 million pounds. This is an increase of 1 per cent over a similar period one year earlier. However, usings from Rhodesia, Canada, and India were 110 million pounds, up three per cent from a year earlier.

Stocks of U. S. flue-cured tobacco in the United Kingdom on September 30, 1963, were 220 million pounds, or seven per cent below a year earlier. This was before purchases from the U. S. 1963 crop by British buyers arrived in England.

Stocks of Rhodesia and Canadian flue-cured tobacco were 179 million pounds at the end of September 1963.

At a meeting of the National Tobacco Industry Advisory Committee, a committee appointed to advise the Secretary of Agri-

culture on tobacco problems, the following comments for 1964 were made:

"The committee reviewed 1963 experiences on flue-cured tobacco markets, particularly in the light of changes made in tobacco grade standards and loan rates. The progress of growers in selecting suitable varieties and in adopting recommended cultural practices, and in allowing their tobacco to reach maturity before harvesting, was recognized.

The committee favors the supply control principles. It did not make a specific recommendation to the Secretary of Agriculture on the amount of acreage reduction necessary, but did emphasize that the supply should be brought in line with demand without impairing the economic stability of the tobacco industry.

The committee favored maximum use of available Government programs to expand the export market for U. S. tobacco."

The overall price support level for the 1964 crop has been raised to 57.2 cents per pound which is one per cent higher than 56.6 cents per pound level in effect in 1963. The variety discount program will continue in effect during 1964.

During the 1964 season the major problem will continue to be "too much tobacco". The carry over on July 1, 1964 will show another increase up to the second highest on record.

The 10 per cent reduction in acreage announced for 1964 will probably not reduce production more than 100 million pounds, based on current trend in yields per acre. This means that the total supply of flue-cured tobacco for 1964 will probably be as large or slightly larger than the 3,461 million pounds for 1963.

Domestic use of flue-cured tobacco during 1964 will be affected directly by the impact of the report issued by the Surgeon General on the effects of smoking on health.

Export outlook for the coming year is promising. Early shipments to Britain were up, as well as to West Germany, the second ranking outlet. Exports to both these countries were showing substantial gains. In spite of the bright outlook for exports, the total picture for the 1964 marketing season is not too good.

Even with the increase to 57.2 cent per pound support price, growers are going to have an up-hill fight ahead. Growers will have to put forth an extra effort to improve the smoking quality of their crop. The best opportunity the grower has is to produce quality; this means thin-bodied, thoroughly ripe, grainy tobacco, with rich flavor and aroma. Also, more emphasis should be

placed on preparation for market, so as to get it into more uniform grades that will meet current market demands. So long as an over supply of tobacco is available, both domestic and foreign companies will be doing selective buying.

Therefore, the growers who do the best job in producing quality tobacco, sorting and tying it into neat bundles will be best equipped to meet the competition on the auction warehouse floors during the 1964 season.

Burley Outlook

North Carolina burley growers experienced a very unusual season during 1963-64. In early spring, cool dry weather delayed transplanting and the crop was off to a slow start. During the growing season, intermittent rains produced a fairly good crop. However, during the curing season, unusually low humidity caused a considerable part of the crop to cure with a green cast or off-color which resulted in a large percentage of the crop receiving a lower government grade than normal. Western North Carolina burley growers harvested 11,000 acres and had a yield of 2,100 pounds per acre which sold for an average of \$55.50 per hundred pounds. This average was \$4.50 per hundred pounds lower than 1962.

The markets of Asheville, Boone and West Jefferson opened November 26 and closed for the Christmas holidays on December 13th to alleviate crowded conditions in plants redrying tobacco going under government loan. Over 15 million pounds or 60 per cent of the crop had been sold before Christmas.

A larger percentage of the crop went to the government under the price program than had gone in six previous seasons. During the season, about 15 per cent was delivered to Stabilization from the east Tennessee, Virginia and North Carolina markets. Over 25 per cent was delivered from the entire burley area.

The support level for 1964 will be 58.9 cents per pound or up one per cent above 1963.

The supply level of burley on January 1 was about 1,940 million pounds or about 3.3 times yearly disappearance. These figures include 94 million pounds held under government price support pools. The stabilization pools received about 25 per cent from the 1963 crop and on March 1 held about 271 million pounds.



Staking burley tobacco in the field reduces its quality and the grower's income.

The Secretary of Agriculture announced that the 1964 burley acreage will be reduced by 10 per cent, in order to bring supply more in line with demand. The domestic use of burley tobacco has been on the increase for the past five years, and was 540 million pounds in 1963. The manufacture of cigarettes, the main use of burley, increased two per cent over the previous period. A considerable volume of burley is used in smoking tobacco.

Should the report on smoking and health affect the use of burley in cigarettes, there is a possibility that some of the loss would be regained by the possible increase in the use of smoking tobacco. Early reports indicate that pipe smoking is on the increase. Exports of burley, though not significant until recently, continue to show increases. In the first 10 months of 1963, exports of burley were 14 per cent larger than the previous year, when 53 million pounds were exported.

Burley tobacco does not have the strong competition from foreign production that flue-cured tobacco has. Therefore, burley exports should continue to increase over the years.

North Carolina growers continue to use practices that reduce quality and directly affect income. Probably the most wasteful is staking in the field. This practice in most cases causes tobacco to get sun-burned or, if rains come during the time tobacco is out, dirt gets on the leaf. In many cases, tobacco is handled in this manner and gets a No Grade from the inspector on the auction floor. If tobacco is sorted carefully, it will command higher support prices and higher auction prices when sold.

The Economic Significance Of The American Tobacco Industry

Condensed from an address by L. Y. Ballentine, Commissioner of Agriculture for North Carolina, at the annual meeting of the American Public Health Association, Kansas City, Missouri, November 11, 1963.

Although not an economist by profession, my interest in the tobacco economy lured me to accept the invitation to take part in this program, believing also that after a lifetime spent in the No. 1 tobacco state of the nation, I had a fairly good layman's working knowledge of the economic significance of the American tobacco industry.

But as I delved into the subject I came to realize two things; first, that available information reveals tobacco as having more impact and on more industries than I had realized, and, second, that its significance to still other segments of the economy, for which the statistics are lacking, must be equally as great, if not greater.

Indeed, the significance of tobacco in our economy could be compared to the effect of a stone dropped into a large body of water, producing ripples that go on and on until they reach the farthest shore.

Recently I saw a newspaper reference to American tobacco as an eight billion dollar industry. This figure represents approximately the amount consumers spent for tobacco products last year in this country plus American exports of unmanufactured tobacco. It would appear, then, that all there is left for me to do is to slice up this eight billion dollar pie between growers, manufacturers and manufacturing employees, exporters and retailers of tobacco. But it is not that simple. Aside from the fact that the pie is actually bigger than this, such an analysis would give only a limited indication of even this eight billion dollar significance in our economy.

Beginning, however, with this eight billion dollar figure, let's take a look at the income it generates and who shares in it.

First, however, a word is in order about the figures I will cite in this paper. Some are official published statistics. Some, however, necessarily had to be my own estimates based on known statistical factors; but all such estimates have been carefully scaled down on the conservative side. It is certainly not my desire to present you with any exaggerated or blown up picture of the economic importance of tobacco.



**"The butcher, the baker, the tobacco stick maker" all have
an economic stake in tobacco.**

Tobacco begins, of course, with the farm. Last year some 750,000 American farm families in 21 states received a little over 1.3 billion dollars for the sale of their tobacco crops. Tobacco is the fifth largest cash crop in the nation, and last year ranked third in value of all agricultural exports. The cash farm income from tobacco exceeded the total for all truck crops grown in the entire nation. It is also interesting to note that last year's cash farm receipts from tobacco represented eight percent of the total for all crops in the United States, yet tobacco was grown on only about four-tenths of one percent of the nation's cropland.

Tobacco is a relatively high-cost, high-labor crop to produce. Estimates indicate that farmers paid at least 155 million dollars for hired labor in the production and curing of tobacco last year, while for other expenses in tobacco production and marketing farmers paid more than half a billion dollars.

Here is what their share of this half billion dollars tobacco production expenditures means to some industries. To the fertilizer and lime industry it means about forty-five million dollars a year and to the pesticide industry about twenty million dollars. The fuel oil used in curing tobacco brings the petroleum industry some seventy million dollars a year. Cotton farmers and the textile industry share in this expenditure, as farmers spend about eight million dollars a year for tobacco plant bed cloth. Tobacco curer replacements bring the manufacturers of this equipment about eleven million dollars annually. Twine used for tying tobacco runs about two and a half million dollars a year, and a like amount is spent for plastic covers used in plant bed fumigation. About one and a half million dollars are spent each year for tobacco seed. Tobacco warehouse commissions run at least forty million dollars a year.

These are by no means all of the businesses and industries that have a big economic stake in the production and marketing of tobacco. I had no means of obtaining a dollar figure on what this crop means to banks and other financial institutions. I only know it must be a sizable one, because most tobacco farmers require production financing from planting to harvest. Similarly, I was unable to obtain the basis for a sound estimate of what this crop means to the forest industries that produce tobacco sticks and baskets. And no figure is available for the depreciation or replacement of farm trucks and farm machinery that can be charged solely to the production of tobacco. While tobacco has not been a highly mechanized crop it is now moving more in that direction and investment in tobacco planters, harvesters, and bulk curing barns are going to figure much larger in the future.

Still a greater unknown quantity is the economic impact of tobacco on retail establishments throughout the entire tobacco belt. Every kind of retailer of goods and services, from the owner of the tiniest lunch counter to dealers in automobiles, household appliances and other durable goods depend heavily on the sale of the tobacco crop in their communities; and their sales in turn have an economic impact on manufacturers of these consumer goods in all parts of the nation.

Now, so far, this analysis has been concerned with the tobacco economy only from the farm to the sales warehouse and into the custody of the manufacturers or exporters who buy the leaf. And, in the parlance of the street, "you ain't heard nothin' yet." Next we take up the processing and selling of tobacco products.

American tobacco manufacturers in 1961 gave employment to nearly 96,000 people whose wages totaled more than 379 million dollars. Cigarettes constitute the bulk of tobacco manufacturing. While theirs is a highly automated operation and cigarette manufacturers employed only about 44 percent of the total engaged in tobacco manufacturing, they accounted for more than 55 percent of this industry's payroll.

Tobacco processing, like tobacco production, generates sizable employment and income for other industries. Tobacco manufacturing plants, the wholesalers and retailers who sell tobacco products, and the companies which supply goods and services to the industry, employ millions. It is estimated that, overall, some 17 million people depend on tobacco for all or part of their livelihood.

For instance, the transportation of tobacco within the borders of continental United States is, at a very conservative estimate, a 79 million dollar a year business. Cigarette paper is approximately a 25 million dollar a year industry; and in this connection it is interesting to note that farmers in four states where no tobacco is grown derive an annual income of about 3 million dollars for the production of flax seed fiber used in the manufacture of cigarette paper.

Tobacco advertising, as you know, constitutes a tremendous industry. An indication of its size is given in an article recently published in the weekly magazine TOBACCO, which surveys the 1962 expenditure of the six big United States tobacco manufacturers in advertising 21 leading brands of cigarettes. This amounted to \$146,592,464 in direct payments to advertising media. Of this total, network television received nearly 78 million dollars and spot television more than 24 million dollars. Magazines

received more than 26 million dollars, newspapers more than 16 million dollars, and outdoor advertisers more than 1½ million dollars.

The economic share of some other industries in tobacco manufacturing could be obtained only in terms of quantity, not dollars and cents. For instance, tobacco manufacturers used about 40 million pounds of cellophane in 1961. Tobacco is the third largest user of cellophane, following only the bakery and meat industries. Approximately 71 million pounds of aluminum foil are used annually for wrapping cigarettes and other tobacco products. I was unable to obtain even a quantitative figure for other paper used in packaging cigarettes and for cigarette cartons. But we do know that American manufacturers produced over 22 percent of the world's output of cigarettes last year, an output equivalent to nearly 27 billion packs or 2.7 billion cartons. Thus it is evident that the paper industry has no small stake in tobacco manufacturing.

There is absolutely no yardstick for measuring the stake of some other industries in tobacco processing, though it is well known to be sizable. These include manufacturers of the various chemicals and flavorings used in cigarettes, the plants supplying wooden hogsheads and cases for shipping tobacco, and the suppliers of machinery, precision instruments, electronic equipment and all the other gadgets that go to make up the whole big complex of a modern cigarette factory.

I should mention also that about 28 percent of the tobacco leaf (in pounds) sold last year in free world markets came from the United States. About 391 million dollars worth of unmanufactured tobacco was exported from America, and over 200 million dollars worth of manufactured tobacco products.

In addition to the means of livelihood tobacco affords to so many millions, this product pays for many services at all levels of government. Excise taxes collected from tobacco products by state, federal and local governments amounted to some 3.2 billion dollars for the fiscal year 1961-62. Cigarette taxes, incidentally, amounted to more than four times the amount received by tobacco growers for the tobacco used in domestically consumed cigarettes.

Federal excise taxes on cigarettes alone, at nearly two billion dollars, were more than 15 percent of the total federal excise taxes collected that year. This is a rather startling proportion when you consider the host of widely used products on which excise taxes are collected, including public entertainment, gasoline, alcoholic beverages, cosmetics, cameras and films, furs and jewelry, to name only a very few.

In addition, tobacco manufacturers paid federal income taxes totaling nearly 330 million dollars. And ad valorem taxes paid by tobacco manufacturers run into millions annually. In North Carolina alone, tobacco manufacturers paid about 7½ million dollars in ad valorem taxes last year.

Possibly many more ramifications of the American tobacco economy could be cited. But I believe we have already considered enough to give you some idea of the magnitude of tobacco in our economy and the way it reaches into nearly every American industry and household. To paraphrase the old nursery rhyme, — the butcher, the baker, the tobacco stick maker all have an economic stake in tobacco.

The tobacco economy had a profound effect on the early settlement of this country and the opening up of new lands. For the first permanent

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State Summary 1963-64

The 1963-64 flue-cured marketing season in North Carolina came to a dragging end on December 17, with the completion of sales in the Old Belt. There was much congestion in some redrying and processing facilities during September, making it necessary to reduce selling time. During the period from September 11-20, which covered eight sale days, the selling time was reduced from 5½ hours to four hours per day. The sales returned to a 5½ hour schedule on September 23, but it was necessary to call a sales holiday on September 25 and another on October 4 to help relieve congestion.

Based on U. S. standard grades, the quality of the 1963 crop was inferior to the 1962 crop. Nevertheless, buying companies generally agreed that the cigarette qualities, which may be different from the quality factors in standard grades, did show some improvement in the 1963 crop.

The actual support price that growers received on their 1963 crop was considerably less than the established level. The average support price in 1963 for both tied and untied tobacco was 56.6 cents per pound. When this average support is broken down and applied separately to tied and untied tobacco, it shows that the established level of support for tied tobacco in 1963 was 57.3 cents. However, actual support received for all tied tobacco graded at the warehouse during the 1963 season, whether it went under loan or not, was only 53.9 cents per pound. This was 4.4 cents below the established support for tied tobacco in 1963, and it amounted to about 74% parity. The reason why the 1963 support dropped below the established level was because a larger percentage of the crop graded into (KL), (KF), (KV), and (KM) variegated grades than the normal percentage expected for an average crop.

The 44 flue-cured markets in North Carolina sold 872,579,600 pounds of farmer tobacco during the 1963 season, for a return of \$509,905,929. The average price dropped to \$58.40 which was the lowest level since 1959. In 1962 growers received \$530,713,387 for their offerings of 881,367,562 pounds, giving them a season average in 1962 of \$60.53. A comparison of 1963 with the previous year shows a decline in average price of \$2.13, a decline in dollar value of \$20,807,458, and a decline in volume of 8,787,962 pounds.

During the first seven days in all belts, price supports were available on untied grades of primings and lugs and best nondescript from those grades. At the same time price supports were available on all grades of tied tobacco that are normally supported.

Type 13—The Border Belt started the 1963 marketing season in North Carolina on August 1. Many grades sold for a higher average price during the 1963 season when compared to the previous year. Most increases were from \$1 to \$3 per hundred. However, the general market average showed a decline due to an increase in the percentage of the crop grading into lower quality grades, especially nondescript. Most losses occurred in green, immature, and nondescript grades, which ranged from \$1 to \$5.

Farmers sold 166,160,612 pounds on the eight North Carolina markets in this belt, and received \$99,768,328 for their offerings. This gave them a season average of \$60.04 per hundred. In 1962 growers received \$110,-

253,987 from the sale of 179,996,824 pounds which averaged \$61.25.

Auction sales ended in this belt on October 17, covering a period of 53 sale days compared with 48 days in 1962.

Type 12—The 17 Eastern Belt markets opened for the 1963 season on August 22. Many of the grades offered showed a higher market average when compared with the 1962 levels. The cigarette qualities and the market demand showed an improvement in this belt over the previous year. However, there was a decline in the general market average because of an unusually large increase in the percentage of lower quality tobacco grading into variegated (K) grades, which carried support prices that ranged from \$10 to \$13 below straight grades.

The volume of producer sales in this belt moved up to 421,882,034 pounds, which was the largest volume recorded since 1956. The value of the offerings rose to \$247,680,810, which gave them a season average of \$58.71. In 1962 growers selling in this belt received \$239,716,393 for 400,129,062 pounds of tobacco, which averaged \$59.91 per hundred.

The Eastern Belt completed its 1963 season on November 14, covering a period of 57 sale days, compared with 50 days in 1962.

Type 11B—The Middle Belt market opened for the 1963 season on September 9. This was seven sale days later than the 1962 opening, and the latest opening for the Middle Belt since 1956. The quality of the crop was adversely affected by an extended drought during the growing season, which increased the volume of variegated (K) grades. An unusually large volume of these lower quality, lower support price grades caused a decline in the over-all market average in 1963, even though many grades sold at prices \$1 to \$3 higher than the previous year.

Middle Belt farmers received \$95,051,596 from the sale of 165,337,354 pounds of tobacco, which averaged \$57.49 per hundred. In 1962, growers received \$104,581,804 for their offering of 171,898,450 pounds which average \$60.84.

Final sales were held in this belt on December 6 after selling a total of 59 days. In 1962 the season covered a period of 50 sale days.

Type 11A—The North Carolina Old Belt markets opened on September 23, 1963. The quality of offerings in the Old Belt was affected by one of the worst draughts since 1953. There was a strong demand for primings, lugs, and cutters in this belt. But after the fifth week, with the volume of leaf increasing, the demand became so weak that more than half of the remaining tobacco offered was delivered to stabilization. About 45% of the producer sales were placed under loan during the season. Many of the grades bought by the companies averaged \$1 to \$3 higher than the previous year, but, mainly because the support price was higher.

Farmers selling on Old Belt markets during the 1963 season received \$67,405,195 for 119,199,600 pounds offered for sale. Their season average was only \$56.55 per hundred. A comparison with 1962 shows that growers fared better that year when they received \$76,161,203 for 129,343,226 pounds which averaged \$58.83.

Final sales were held on North Carolina Old Belt markets on December 17. This gave these markets a total of 56 sale days which was the same number as they had in 1962.

Type 31—North Carolina Burley markets at Asheville, Boone, and West Jefferson started their 1963-64 sales on November 26. The opening was

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North Carolina Tobacco Warehouse Sales Report For Season 1963-64

Market	1963-64 SEASON			1962-63 SEASON		
	Producers' Sales Pounds	Producers' Average Price	Resales Pounds	Gross Sales Average Pounds	Gross Average Price	Gross Average Price
BORDER BELT—FLUE-CURED TYPE 13						
Chadbourn	12,971,894	62.48	1,193,420	14,165,314	61.82	12,729,840
Clarkton	6,454,784	56.85	979,170	7,433,954	56.13	8,243,374
Fair Bluff	10,219,506	60.82	888,344	11,107,850	60.52	8,833,148
Farmont	44,518,104	60.58	4,197,598	48,715,702	60.19	56,891,606
Fayetteville	8,138,076	52.73	764,586	8,902,662	52.50	8,656,426
Lumberton	35,168,630	58.78	2,597,330	37,765,960	58.29	42,114,014
Tabor City	12,364,980	62.49	781,858	13,146,838	62.18	14,823,700
Whiteville	36,324,638	60.95	2,465,058	38,789,696	60.57	42,632,135
Total	166,160,612	60.04	13,867,364	180,027,976	59.62	194,924,243
EASTERN BELT—FLUE-CURED TYPE 12						
Ahoskie	13,604,810	53.84	669,640	14,274,450	53.55	13,856,328
Clinton	15,240,434	59.22	839,932	16,130,366	58.43	16,817,860
Dunn	9,683,054	57.83	818,094	10,501,148	57.30	13,834,482
Farmville	25,892,590	60.27	1,367,414	27,260,004	59.77	25,616,788
Goldsboro	12,376,993	59.02	823,112	13,200,105	58.72	13,529,964
Greenville	59,628,964	59.14	3,919,248	63,548,212	58.51	52,533,447
Kinston	59,404,030	60.54	4,250,328	63,654,358	59.97	55,888,820
Robersonville	11,810,782	58.46	649,770	12,460,552	57.79	9,442,160
Rocky Mount	49,345,576	55.55	2,764,640	52,110,216	55.11	62,063,050
Smithfield	19,613,210	57.33	1,627,198	21,240,408	56.76	25,522,226
Tarboro	11,336,142	54.05	390,790	11,726,932	53.55	11,806,474
Wallace	14,922,136	60.64	741,166	15,663,302	59.99	13,315,658
Washington	10,176,830	55.01	345,288	10,522,118	54.75	6,729,487
Wendell	8,557,124	56.13	586,718	9,143,842	55.76	11,222,526
Williamston	13,661,000	57.43	588,454	14,249,454	57.24	10,993,992
Wilson	77,808,173	61.40	5,064,004	82,872,177	60.81	75,898,482
Windsor	8,820,186	55.03	432,514	9,252,700	54.59	7,125,884
Total	421,882,034	58.71	21,428,310	447,810,344	58.20	426,197,628
Total						59.45

MIDDLE BELT—FLUE-CURED TYPE 11B

Aberdeen	9,654,218	57.65	1,032,640	10,686,858	57.00	10,906,788	57.26
Carthage	4,883,320	58.71	324,596	5,207,916	58.29	4,825,094	59.02
Durham	36,157,402	58.26	7,656	39,928,460	57.70	40,586,276	60.47
Ellerbe	1,930,556	54.18	98,690	2,029,246	53.89	2,410,154	55.52
Fuquay-Varina	27,231,102	60.26	1,876,842	29,107,944	59.58	32,827,736	61.01
Henderson	26,178,272	56.62	1,714,998	27,893,270	56.06	26,991,606	61.13
Louisburg	10,773,680	54.15	486,286	11,259,966	54.02	10,434,716	60.10
Oxford	26,155,318	57.33	1,919,894	28,075,212	57.00	29,280,780	61.39
Sanford	9,929,436	59.00	822,944	10,752,380	58.38	13,630,174	60.63
Warrenton	12,444,050	52.94	343,976	12,788,026	52.80	13,001,504	59.20
Total	165,337,354	57.49	8,628,522	177,729,278	57.03	184,894,828	60.42

OLD BELT—FLUE-CURED TYPE 11A

Burlington	7,839,054	57.38	456,402	8,295,456	57.01	6,782,174	58.01
Greensboro	6,456,868	55.25	296,600	6,753,468	55.06	8,783,874	56.53
Madison	6,956,988	56.15	410,262	7,367,250	56.09	9,537,654	57.98
Mebane	4,317,222	56.48	163,476	4,477,698	56.43	5,224,958	59.25
Mount Airy	9,660,748	54.63	520,306	10,181,054	54.55	13,445,704	59.06
Reidsville	11,227,698	57.25	440,470	11,668,168	56.98	10,957,428	58.54
Roxboro	12,134,406	57.09	558,140	12,692,546	57.02	13,353,314	61.02
Stoneville	6,532,954	56.20	287,390	6,820,344	56.19	7,634,828	59.58
Winston-Salem	54,073,662	56.75	5,400,372	59,474,034	56.87	64,740,674	58.54
Total	119,199,600	56.55	8,530,418	127,730,018	56.53	140,460,608	58.72
Total Flue-Cured	872,579,600	58.44	52,454,614	932,797,616	58.05	946,477,307	59.87

BURLEY BELT—AIR CURED TYPE 31

Asheville	12,022,056	57.15	1,377,752	13,399,808	56.82	12,702,655	61.06
Boone	5,819,318	51.00	935,698	6,755,016	51.08	6,713,128	58.10
West Jefferson	4,983,508	46.18	421,488	5,404,996	46.32	5,240,000	55.21
Total	22,824,882	53.19	2,734,938	25,559,820	53.08	24,655,783	59.01
Total All Belts	895,404,482	58.30	55,189,552	958,357,436	57.92	971,133,090	59.80

Summary of N. C. Dealer and Warehouse Resales-1963-64

<i>Belt</i>	<i>Pounds</i>	<i>Dollars</i>	<i>Percentage Resales</i>
Border Belt			
Dealer	3,345,932	1,627,999	1.8
Warehouse	10,521,432	5,938,774	5.9
Eastern Belt			
Dealer	8,167,413	3,855,823	1.8
Warehouse	17,760,897	9,060,840	4.0
Middle Belt			
Dealer	4,571,926	2,075,436	2.6
Warehouse	7,819,998	4,228,684	4.4
Old Belt			
Dealer	2,061,226	994,790	1.6
Warehouse	6,469,192	3,802,318	5.0
Total Flue-Cured Resales	60,718,016	31,584,664	6.5
Burley Belt			
Dealer	784,900	411,973	3.1
Warehouse	1,950,038	1,015,509	7.6
Total Burley Resales	2,734,938	1,427,482	10.7

Producer and Gross Sales of Flue-Cured Tobacco By States-1963

<i>State</i>	<i>Producer Sales</i>		<i>Gross Sales</i>	
	<i>Pounds</i>	<i>Average</i>	<i>Pounds</i>	<i>Average</i>
N. C.	872,579,600	\$58.44	932,797,616	\$58.05
Va.	162,014,830	54.36	168,393,666	54.20
S. C.	147,572,467	60.67	163,606,690	60.23
Ga.	159,583,576	57.78	173,195,347	56.98
Fla.	22,928,074	57.01	25,353,880	56.74
Total	1,364,678,547	\$58.06	1,463,347,199	\$57.70

Stabilization Receipts By Belts-1963

Belt	Type	Producer Sales (lbs.)	Stabilization Receipts (lbs.)	Percentage of Total
Old Belt	11A	281,214,430	128,763,022	45.3
Middle Belt	11B	165,337,354	38,491,478	23.3
Eastern Belt	12	421,882,034	62,966,596	14.9
Border Belt	13	313,733,079	41,433,000	13.2
Ga.-Fla. Belt	14	182,511,650	5,511,272	3.0
Total	11-14	1,364,678,547	277,165,368	20.3

Flue-Cured Movement In and Out of North Carolina

State	N. C. Tobacco Sold Out of State (Pounds)		Out of State Tobacco Sold in N. C. (Pounds)	
	1963	1962	1963	1962
Va.	52,665,034	45,306,472	9,192,719	11,612,041
S. C.	13,629,767	12,046,796	15,622,569	20,251,774
Ga.	3,500,202	4,625,589	1,256
Fla.	157,456	52,185
Ala.	1,544
Total	69,952,459	62,031,042	24,816,832	31,865,071

Burley Tobacco Movement In and Out of North Carolina

State	N. C. Tobacco Sold Out of State (Pounds)		Out of State Tobacco Sold in N. C. (Pounds)	
	1963	1962	1963	1962
Tenn.	5,621,082	5,501,161	1,357,290	1,566,124
Va.	2,030	2,486	2,212,196	1,957,257
W. Va.	34,396	28,612
Ga.	41,924	46,090
S. C.	768	2,012
Total	5,623,112	5,503,647	3,646,574	3,600,695

North Carolina Flue-Cured Crops

1919-1963*

Year	No. Acres	Yield Per Acre (Pounds)	Production (1,000 lbs.)	Value (1,000 Dollars)	Average Price
1919	521,000	612	319,276	\$157,340	\$49.30
1920	621,900	681	423,703	88,271	20.80
1921	414,900	594	246,540	60,402	24.50
1922	444,000	611	271,170	74,572	27.50
1923	544,300	728	396,354	81,998	20.70
1924	473,500	585	276,819	62,597	22.60
1925	536,200	696	373,352	83,756	22.40
1926	546,700	692	378,274	96,762	25.60
1927	639,600	755	482,982	100,414	20.80
1928	712,400	692	493,132	93,450	19.00
1929	729,300	665	484,630	89,470	18.50
1930	768,000	757	581,200	74,733	12.90
1931	688,500	692	476,382	42,024	8.80
1932	462,500	624	288,750	34,949	12.10
1933	667,800	794	530,133	85,530	16.10
1934	486,500	847	412,055	117,999	28.60
1935	612,500	635	572,625	116,418	20.30
1936	591,000	765	451,975	101,856	22.50
1937	675,000	883	595,815	143,058	24.00
1938	603,500	844	509,470	115,428	22.70
1939	843,000	964	812,540	123,893	15.20
1940	498,000	1,038	516,835	85,792	16.60
1941	488,000	928	452,825	132,291	29.20
1942	539,000	1,052	566,810	221,538	39.10
1943	580,000	935	542,200	219,074	40.40
1944	684,000	1,077	736,990	317,628	43.10
1945	722,000	1,100	794,310	349,148	44.00
1946	802,000	1,138	912,970	451,639	49.50
1947	783,000	1,139	892,205	374,513	42.00
1948	594,000	1,239	739,380	368,040	49.80
1949	621,000	1,178	731,530	352,508	48.20
1950	640,000	1,441	858,140	477,508	55.60
1951	735,000	1,331	978,375	523,358	53.50
1952	735,000	1,222	898,090	448,582	49.90
1953	674,000	1,235	832,305	447,076	53.70
1954	686,000	1,204	889,490	483,003	54.30
1955	653,000	1,499	978,775	520,845	53.20
1956	579,000	1,661	961,495	496,324	51.60
1957	443,000	1,469	650,780	358,442	55.10
1958	429,000	1,718	736,855	427,307	58.00
1959	458,500	1,533	702,942	407,055	57.90
1960	457,500	1,836	839,870	512,731	61.10
1961	463,000	1,797	832,215	541,468	65.10
1962	483,000	1,890	912,810	549,594	60.20
1963**	460,000	1,958	901,663	525,828	58.30

*Source: N. C. and USDA Crop Reporting Service.

**Preliminary for 1963.

North Carolina Burley Crops

1928-1963*

Year	No. Acres	Yield Per Acre (Pounds)	Production (1,000 lbs.)	Value (1,000 Dollars)	Average Price
1928	3,600	650	2,340	\$ 690	\$29.50
1929	5,500	730	4,015	863	21.50
1930	7,200	750	5,400	853	15.80
1931	7,100	710	5,041	464	9.20
1932	6,500	735	4,778	726	15.20
1933	9,200	785	7,222	715	9.90
1934	5,500	870	4,785	809	17.50
1935	5,200	925	4,810	1,025	21.30
1936	6,000	900	5,400	2,095	38.80
1937	9,000	975	8,775	1,787	21.40
1938	8,600	900	7,740	1,308	16.90
1939	8,100	1,070	8,667	1,447	16.70
1940	6,500	1,050	6,825	1,242	18.20
1941	6,200	1,075	6,665	2,093	31.40
1942	6,600	1,150	7,590	3,211	42.30
1943	8,500	1,225	10,412	5,102	49.00
1944	12,000	1,390	16,680	8,157	48.90
1945	13,000	1,500	19,500	7,568	38.30
1946	9,800	1,475	14,455	5,999	41.50
1947	9,600	1,560	14,976	6,335	42.30
1948	10,300	1,680	17,304	8,012	46.30
1949	10,800	1,440	15,552	6,750	43.40
1950	10,500	1,700	17,850	9,175	51.40
1951	12,200	1,750	21,350	11,572	54.20
1952	12,000	1,680	20,160	9,818	48.70
1953	11,400	1,800	20,520	11,019	53.70
1954	12,700	1,920	24,384	12,680	52.00
1955	9,800	1,900	18,620	10,651	57.20
1956	9,400	1,850	17,390	10,747	61.80
1957	9,600	1,975	18,960	11,073	58.40
1958	9,300	2,000	18,600	11,978	64.40
1959	9,800	2,060	20,188	11,426	56.60
1960	9,500	1,940	18,430	12,016	65.20
1961	10,400	2,090	21,736	14,346	66.00
1962	11,000	2,185	24,035	14,421	60.00
1963**	11,000	2,100	23,100	12,820	55.50

*Source: N. C. and USDA Crop Reporting Service.

**Preliminary for 1963 with value based on market average.

N. C. Flue-Cured Tobacco Allotments 1964

<i>County</i>	<i>No. Farms</i>	<i>Acreage Allotment</i>	<i>Rank</i>
Alamance	1,436	4,196.30	37
Alexander	990	1,207.43	50
Anson	261	351.34	61
Beaufort	2,368	8,494.30	21
Bertie	1,717	5,057.62	31
Bladen	3,208	6,608.15	28
Brunswick	1,740	2,940.88	41
Burke	1	0.51	69
Cabarrus	1	0.03	73
Caldwell	263	426.83	59
Camden	2	4.16	66
Carteret	355	1,199.34	51
Caswell	1,936	8,188.76	23
Catawba	4	4.02	65
Chatham	1,091	2,598.52	46
Chowan	186	487.36	58
Cleveland	1	0.31	70
Columbus	4,861	14,695.88	7
Craven	1,714	7,600.21	24
Cumberland	2,409	4,737.30	34
Dare	1	0.06	72
Davidson	1,895	2,903.97	44
Davie	849	1,037.59	53
Duplin	4,278	13,776.93	8
Durham	1,005	3,362.24	39
Edgecombe	1,487	10,258.42	16
Forsyth	2,363	4,330.35	35
Franklin	2,680	10,156.84	18
Gaston	1	4.09	67
Gates	127	241.67	62
Granville	2,147	11,867.13	13
Greene	1,216	10,675.74	15
Guilford	3,189	8,079.98	22
Halifax	2,161	5,250.38	31
Harnett	3,615	12,871.67	11
Hertford	935	2,907.58	45
Hoke	744	2,279.20	47
Iredell	823	1,088.87	52
Johnston	5,277	20,289.90	2
Jones	909	4,836.28	33
Lee	1,305	3,652.22	38
Lenoir	1,860	12,455.34	12

N. C. Flue-Cured Tobacco Allotments 1964 (Continued)

<i>County</i>	<i>No. Farms</i>	<i>Acreage Allotment</i>	<i>Rank</i>
Martin	1,454	7,580.74	25
Mecklenburg	1	0.18	71
Montgomery	404	861.27	56
Moore	1,587	4,357.91	36
Nash	2,854	16,150.49	5
New Hanover	87	189.78	63
Northampton	217	419.10	60
Onslow	1,813	5,553.63	29
Orange	956	2,937.76	40
Pamlico	394	977.59	55
Pender	1,662	2,919.54	43
Person	1,731	8,571.05	20
Pitt	2,623	22,529.03	1
Randolph	1,645	2,906.72	42
Richmond	962	1,853.77	48
Robeson	4,639	18,434.42	3
Rockingham	2,997	11,623.63	14
Rowan	37	27.81	64
Sampson	5,151	13,606.14	9
Scotland	525	1,027.13	54
Stokes	2,763	10,205.54	17
Surry	3,081	9,743.59	19
Tyrrell	2	0.51	68
Vance	1,400	7,307.09	26
Wake	3,736	17,281.57	4
Warren	1,862	5,433.25	30
Washington	296	855.65	57
Wayne	3,033	12,964.61	10
Wilkes	954	1,375.56	49
Wilson	2,081	15,003.98	6
Yadkin	2,694	7,173.94	27
State Total	117,052	420,998.68	1-73

N. C. Burley Allotments 1964

<i>County</i>	<i>Number</i>	<i>Allotment</i>	<i>Rank</i>
Alleghany	526	238.74	9
Ashe	2,514	1,184.57	5
Avery	245	120.72	11
Brunswick	1	0.09	35
Buncombe	3,056	1,698.88	2
Burke	13	5.12	21
Caldwell	26	10.75	20
Catawba	3	0.92	26
Cherokee	203	72.41	15
Clay	209	90.09	12
Cleveland	9	3.20	23
Davidson	3	1.42	27
Gaston	1	0.60	29
Graham	695	357.01	8
Granville	1	0.12	34
Haywood	2,055	1,169.68	3
Henderson	119	48.64	16
Iredell	5	1.77	24
Jackson	314	129.42	10
Lincoln	2	0.34	32
McDowell	86	29.53	19
Macon	243	80.52	14
Madison	2,900	2,616.81	1
Mitchell	946	541.25	7
Polk	7	1.96	25
Randolph	1	0.50	30
Rutherford	69	31.02	18
Stokes	2	0.34	32
Surry	8	1.06	28
Swain	232	77.33	13
Transylvania	77	33.92	17
Watauga	1,656	836.56	6
Wilkes	24	4.11	22
Yadkin	1	0.11	33
Yancey	1,836	1,177.96	4
State Totals	18,088	10,567.47	1-35

Source: USDA Agriculture Stabilization and Conservation.

ECONOMIC IMPORTANCE OF THE TOBACCO

INDUSTRY (Continued From Page 13)

English colony at Jamestown, Virginia, tobacco was an export commodity that gave it an economic base and encouraged emigrants from England. Because these early colonial planters thought that tobacco would grow only on virgin soil, they were constantly extending the boundaries of the colony to the west and to the south by the clearing of forests for new tobacco fields. And tobacco soon became commodity money. Teachers, preachers, and soldiers were paid for their services in cured leaf which they then disposed of to traders.

These might be considered interesting but irrelevant footnotes to history were it not for the fact that American tobacco continues to be commodity money to this day. For two years after VE Day, American cigarettes were the only stable currency in the retail markets of Germany, Italy and France. American GI's stationed in many far-flung countries can today buy a wide range of commodities at standard prices of so many packs of American cigarettes per unit.

STATE SUMMARY (Continued From Page 15)

postponed one day due to the funeral of President Kennedy. The quality of the 1963 crop was not as good as the previous year because of the large increase in the amount of green and off-color tobacco. This was brought on by an unusually dry curing season with low humidity so that tobacco dried too fast. The demand was weaker compared with the year before, and 15% to 25% of the offerings were placed under loan. In fact, so much tobacco was placed under loan during the first three weeks that the Christmas holiday was started a week earlier than originally planned so that processing plants handling loan tobacco could catch up.

The volume of producer sales on North Carolina markets rose again in 1963-64 to 22,824,882 pounds compared with 20,891,171 pounds in 1962-63. The average price dropped to \$53.19, which was \$6.17 less than the previous year's average of \$59.36. The drop in average also decreased the dollar value to \$12,139,689 compared to \$12,400,863 the year before.

The last sale was held in North Carolina on January 22 at Boone. This was a season of 26 sale days compared to 24 days the previous year.

North Carolina Tobacco Warehouses and Operations By Belts and Markets

BORDER BELT

Chadbourn (one set buyers)

Producers—Jack W. Garrett, J. Franklin Bullard
Green-Teachey—J. C. Green

Clarkton (one set buyers)

Bright Leaf—King Roberts, J. W. Shirley
New Clarkton Whse.—Talley Bros. & Sons
New Bladen—Jimmy Green, Billy Talley

Fair Bluff (one set buyers)

Powell—A. H. Powell & Sons
Littleton's—Sidney Wise, J. C. McNeil
Planters—Carl Meares, Ken Ray, Tom Lewis

Fairmont (4 sets buyers)

People's Big 5—E. J. Chambers, Yarboro & Garrett Company
Davis & Mitchell Davis—F. A. Davis, Harry & Jack Mitchell
Holliday-Frye—E. H. Frye, J. W. and J. M. Holliday
Planters No. 1 & 2—G. R. Royster, Daniel
Square Deal 1-2-3—W. C. Bassett
Star Carolina 1-2-3—W. M. Puckett
Liberty-Twin States—P. R. Floyd, Jr., Paul Wilson, F. P. Joyce, Joe Pell
Big Brick—V. J. Griffin, A. D. Lewis, Jr.

Fayetteville (one set buyers)

Big Farmers 1 & 2—P. L. Campbell, Sherrill Aiken
Planters—J. W. Stephenson, J. C. Adams

Lumberton (three sets buyers)

Carolina—J. L. Townsend
Smith-Dixie—Furman Biggs, Sr. & Jr.
Hedgepeth—R. A. Hedgepeth, R. L. Rollins
Liberty—R. H. Livermore
Star, Inc.—Hogan Teater, D. T. Stephenson
Lumberton Cooperative—C. E. McLaurin, Mgr.

Tabor City (one set buyers)

ByPass-Carolina & New Farmers—R. C. Coleman, Mrs. Harriet Sikes
Planters—Don Watson, Mgr.

Whiteville (three sets buyers)

Crutchfield—G. E. & R. W. Crutchfield
Lea's Big Dixie—William Townes Lea, Louie Love
Moore's—A. H. Moore, C. C. Mason, C. F. Jeffcoat
Nelson's No. 1 & 2—John H. Nelson, Jim Smith
Planters No. 1 & 2—A. O. King, Jr., J. W. Peay
Gray-Neal Farmers-Columbus County—A. Dial Gray, J. L. Neal
Liberty—J. W. Hooks, I. A. Barefoot & Sons
Smith—Ernest Smith, Joe T. Smith, Jr., Percy McKeithan

EASTERN BELT

Ahoskie (one set buyers)

Casnight No. 1-2-3—L. L. Wilkens, H. G. Veazey

Farmers No. 1 & 2—W. M. Odoms, Pierce & Winborne

Clinton (one set buyers)

Carolina—L. D. Herring, C. J. Strickland

Ross No. 2—Guy R. Ross

Farmers—H. A. Carr, J. J. Hill, W. M. Buck

Dunn (one set buyers)

Big 4 Warehouse—Tom Smothers, Jack Calhoun, Norman Hardee

Planters—Leland Lee, J. M. Smothers

Farmville (two sets buyers)

Bell's—Bell Brothers

Farmers—John N. Fountain, Mgr.

Monks—John N. Fountain, Mgr.

Planters & Prewits—Chester Worthington, W. A. Newell, B. S. Correll,
& C. Prewit

Lee's—Gordon Lee

Goldsboro (one set buyers)

Carolina—S. G. Best, D. V. Smith, D. Price

Farmers No. 1—S. B. Hill, Carl Holloman, J. F. Hill

Big Brick—J. R. Musgrave

Victory—Richard Gray, Clarence Whitley

Greenville (five sets buyers)

Cannon's—W. T. Cannon, Carlton Dail

Farmers—W. A. Tripp, Dal Cox, T. P. Thompson

Star-Planters—Harding Suggs, B. B. Suggs, L. J. Hill

McGowan's—J. A. Worthington, Jack Moyer

Keel-New Carolina No. 1 & 2—Ashley Wynne, Floyd McGowan

New Independent—Bob Cullipher, F. L. Blount

Raynor-Forbes—Noah Raynor, A. H. Forbes

Harris & Rogers—R. E. Rogers

Kinston (four sets buyers)

Central—W. I. Herring, Bill King

Farmers—John T. Jenkins

Kinston Cooperatives—S. W. Smith, Mgr.

New Dixie—John T. Jenkins, Mgr.

Sheppard No. 1—J. T. Sheppard

Sheppard No. 2—J. T. Sheppard

New Central—W. I. Herring, Bill King

The Star Warehouse No. 2—C. J. Herring

Banner—K. W. Loftin, John Heath

Brooks Warehouse—Roger Brooks, Jr., Frederick Brooks

Knotts New Warehouse—H. G. Knott, W. E. Brewer

Robersonville (one set buyers)

Adkins & Bailey—Red Front—J. H. Gray, Jack Sharpe
Planters No. 1 & 2—H. T. Highsmith, E. G. Anderson

Rocky Mount (four sets buyers)

Cobb & Carlton No. 1 & 2—W. E. Cobb, J. C. Carlton
Mangum—Roy M. Phipps
Planters No. 1-2-3—W. H. Faulkner, Mgr.
Smith No. 1 & 2—James D. Smith
Works Warehouse—R. J. Works, Jr.
Easley Warehouse Company, Inc.—H. A. Easley, Mgr.
Farmers Warehouse, Inc.—J. C. Holt Evans, Mgr.
Fenners—J. B. Fenner

Smithfield (two sets buyers)

Big Planters—J. B. Wooten, Mrs. W. A. Carter
Farmers No. 1 & 2—Joe & C. E. Stephenson
Gold Leaf No. 1 & 2—R. A. Pearce
Perkins Riverside—N. L. Perkins
Wallace No. 1 & 2—Lawrence and Dixon Wallace
Skinner's—Frank Skinner

Tarboro (one set buyers)

Clark's No. 1 & 2—H. I. Johnson, S. A. McConkey
Farmers No. 1 & 2—W. L. House, J. P. Bunn
Victory No. 1 & 2—Cliff Weeks, W. L. Leggett

Wallace (one set buyers)

Blanchard & Farrior—O. C. Blanchard, W. H. Farrior
Hussey No. 1 & 3—Joe Bryant, Bill Hussey
Sheffield's—John Sheffield
Farmers—H. G. Perry

Washington (one set buyers)

Sermon's No. 1 & 2—W. J. Sermons, J. E. Roberson
Talley-Hassell 1 & 2—M. M. Hassell, W. G. Talley

Wendell (one set buyers)

Farmers—J. W. Stephenson & Sons
Liberty 1 & 2—H. F. Harris
Northside—G. Dean

Wilson (five sets buyers)

Big Dixie—E. B. Hicks, W. C. Thompson
Wainwright—G. L. Wainwright
Center Brick No. 1-2-3—Cozart & Eagles Co.
Farmers—J. J. Gibbons, S. G. Deans
Growers Cooperative—S. E. Griffin, Mgr.
New Planters No. 1 & 2—R. T. & W. C. Smith, B. W. Carr
Smith Warehouse, Inc.—H. H. Harris, Jr., Mgr.
Watson—U. H. Cozart, Jr., Pres.
Clark's—C. R. & Boyd Clark
New Liberty—Carl B. Renfro
Bob's Warehouse—Bob Clark

Williamston (one set buyers)

Rodgers Warehouse—Urbain Rogers, Russell Rogers, Leland Barnhill
New Dixie—Jim Pierce, Fisher Harris

Windsor (one set buyers)

Planters 1 & 2—C. B. & B. U. Griffin
Heckstall—Max Hux, Julian Heckstall
Spruills—Bill Davis, Grover Jernigan

MIDDLE BELT

Aberdeen (one set buyers)

New Aberdeen—Tom Faulkner
Planters—W. Fentriss Phillips
Hardee's—Hugh T. Hardee

Carthage (one set buyers)

McConnells—G. Hoover Carter
Victory—Earl Ennis & Buck Layton

Durham (three sets buyers)

Liberty—Walker Stone
Roycroft—H. T. & J. K. Roycroft
Star-Brick—A. L. Carver, Cozart, Currin
Farmers-Planters—J. M. Talley, Howard Talley, Bob Dale, Sam Mangum

Ellerbe (one set of buyers)

Farmers—S. H. Richardson & Lenon
Richmond County—Bud Rummage, Bill Maurer

Fuquay-Varina (two sets buyers)

Big Top—Bill Talley & E. E. Clayton
New Deal—W. M., A. R., A. L. Talley
Goldleaf—Sherrill Akins & J. W. Dail
Carolina—P. L. Campbell
Roberts—Joe, John, & Earl Roberts
Pierce—King Roberts

Henderson (two sets buyers)

Moore's Big Banner—A. H. Moore, C. E. Jeffcoat
Carolina—M. L. High, J. S. Royster
Farmers—W. J. Alston, Jr.
High Price—C. J. Fleming, C. B. Turner
Liberty—George T. Robertson
Ellington—F. H. Ellington & Sons

Louisburg (one set buyers)

Big Franklin—A. N. Wilson, S. T. & H. B. Cottrell
Southside A & B—Charlie Ford
Friendly Four—L. L. Sturdivant, James Speed

Oxford (two sets buyers)

Banner—W. L. Mitchell, Jr., David Mitchell
Mangum-Farmers—T. B. Williams, Julian Adcock, S. B. Knott
Fleming No. 1 & 2—G. B. Watkins, D. T. Currin
Planters & Johnson—C. R. Watkins, C. R. Watkins, Jr.
Owens No. 1 & 2—J. S. Watkins, L. Gregory
Granville—L. S. Bryan, Jr., W. W. Yeargin

Sanford (one set buyers)

Twin City 1 & 2—W. M. Carter, T. V. Mansfield
King Roberts 1-2-3—King Roberts
Castleberrys—C. N. Castleberry, Bill Wood

Warrenton (one set buyers)

Boyd's—W. P. Burwell
Centre No. 1 & 2—M. P. Carroll, E. W. Radford, E. M. Moody
Farmers—E. G. Tarwater
Thompson—C. E. Thompson
Currin's No. 1—C. W. Currin
Currin's No. 2—C. W. Currin

OLD BELT

Burlington (one set buyers)

Carolina—Harold Perkins, Burch Keck
Coble—N. C. Newman, Curry King
Farmers—Bill & Jack McCauley

Greensboro (one set buyers)

Greensboro Tobacco Warehouse Co.—R. C. Coleman, Mgr.
Guilford County Tobacco Warehouse Co.—H. P. Smothers, W. B. Hull

Madison (one set buyers)

New Brick—R. T. Chilton, S. F. Webster
Carolina—R. T. Chilton, S. F. Webster
Sharpe & Smith—W. S. Smith, H. A. Fagg
Farmers—W. S. Smith, H. A. Fagg

Mebane (one set buyers)

Farmers 1 & 2—Joe Dillard, Jule Allen
New Piedmont—A. O. King, Jr., Billy Hopkins, Hugh Strayhorn

Mt. Airy (one set buyers)

New Farmers—Tom Jones, Buck White, O. L. Badgett, F. V. Dearmin
Hunters—J. W., J. L. Hunter

Reidsville (one set buyers)

Farmers—C. E. Smith, P. D. McMichael, D. H. Huffines
Leader-Watts—A. P. Sands, W. A. McKinney
Smothers—T. B. & J. M. Smothers
Browns—C. E. Smith, P. D. McMichael, D. H. Huffines

Roxboro (one set buyers)

Farmers—Lindsay Wagstaff, R. L. Hester
Hyco—W. R. Jones, F. J. Hester, George Walker
Foacre—H. W. Winstead, Jr., Pres.
Planters No. 2—T. O. Pass
Winstead—T. T. & Elmo Mitchell
Pioneer—T. T. & Elmo Mitchell

Stoneville (one set buyers)

Joyce's No. 1 & 2—O. P. Joyce, Willis Wake
Farmers—F. A. Brown, P. M. Moorefield
Piedmont—J. J. Webster

Winston-Salem (four sets buyers)

Brown—R. W. Newsome, W. B. Simpson
Carolina-Star—G. H. Robertson, H. M. Bouldin
Growers—Floyd Joyce, W. G. Sheets, J. R. Pell, M. M. Joyner
Pepper No. 1 & 2—Fred Owens, F. L. Kellam
Taylor—Paul Taylor
Big Winston—R. T. & J. F. Carter
Cooks No. 1 & 2—B. E. Cook, William Fowler, H. A. Thomas

N. C. BURLEY BELT

Asheville (two sets buyers)

Burley-Dixie No. 1 & 2—R. A. Owen
Planters No. 1 & 2—J. W. Stewart
Bernard-Walker Warehouse—James E. Walker, Mgr.
Day's—Charlie Day
Walkers Riverside Warehouse—L. J. Hill

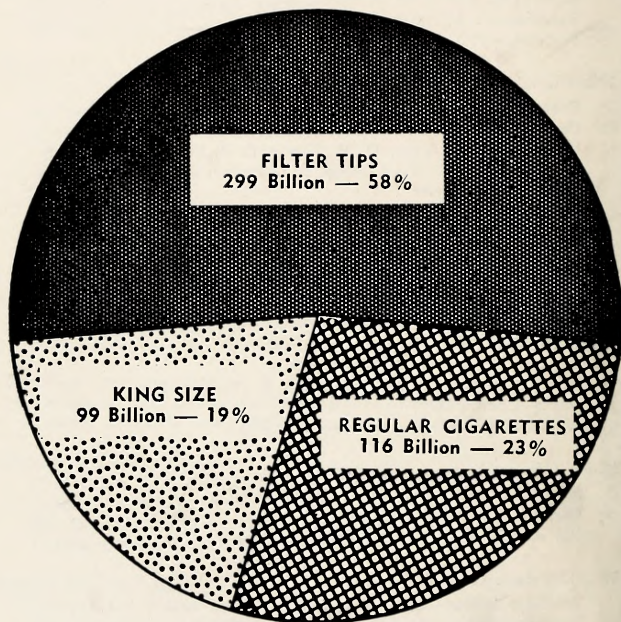
Boone (one set buyers)

Mountain Burley No. 1 & 2—Joe E. Coleman
Farmers Burley—Joe E. Coleman
Big Burley—King Roberts, R. E. Bullock

West Jefferson (one set buyers)

Tri-State Burley—C. C. Taylor, Rex Taylor
Farmers Burley—Tom Faulkner, Hoover Carter

**DOMESTIC CIGARETTE CONSUMPTION
BY KINDS 1963**



**Total Domestic Consumption
511 Billion Cigarettes**